

MERRY
XMAS

Publix



Opinion

HAPPY
NEW YEAR

I. II

Publix Theatres Corporation, Paramount Building, New York, Week of Dec. 24th, 1927

No. 5

PRIZES GALORE A REWARD FOR PUBLICITY PEP

Charles Amos Wins
Lasky Award For
"Hula" Campaign

Following spirited competition of the keenest sort that resulted in scores of exceptionally clever exploitation, publicity and advertising campaigns, the winners in the race for the special exploitation prizes awarded in conjunction with the recent Harvest Drive have just been determined. Simultaneously with the announcing of the Harvest Drive during the month of October, it was announced that Jesse L. Lasky would award two additional prizes for the best campaign effected by any Publix theatre manager on a Paramount picture. This announcement was followed by another which told of special exploitation prizes to be awarded by Paramount stars and featured players to the managers sponsoring the best campaigns on the particular pictures in which the prize donors appeared. Following the example of the Paramount stars, the screen luminaries of First National and United Artists announced similar awards, while Metro-Goldwyn-Mayer chipped in with a beautiful trophy for the best exploitation on any one of their products.

While the Harvest Drive ran through only the month of October, the contest for the special exploitation prizes continued through November. During the first two weeks of this month, A. M. Botsford and Lem Stewart were literally swamped with clever examples on how to publicize a motion picture review. Each and every campaign submitted was thorough-gone over with an eye to its office appeal. By putting forward what was unanimously deemed by the judges the best campaign on "Hula," Charles Amos, who handled this presentation at the Florida Theatre, St. Petersburg, is awarded the Lasky first prize of \$300.00. The second Lasky prize of \$100.00 goes to Manager J. P. Harrison of the Hippodrome, El Paso, Texas. The many beautiful special prizes from such stars as Clara Bow, Richard Dix, Coleen Moore, Constance Talmadge, Mary Pickford, Emil Jennings, Wallace Beery, Billie Dove and others, all of which will be personally autographed by the stars include such wonderful gifts as golf sticks, desk lamps, desk clocks, wrist watches, etc. They include in thirty different prizes, which prizes, with the names of the winners and the names of the winners, are listed in detail on page 2.

PUBLIX-LOEW STAGE MERGER

SOME ARMFUL!



Helen McFarland, of "Highlights," the Murray Anderson Publix Stage Show, seems perfectly satisfied with stars' exploitation prizes and so will lucky winners.

"HIGHLIGHTS" BOASTS GREAT ENTERTAINMENT

New Murray Anderson Show Flashes Speed,
Variety and Beauty of Setting

Speed, variety, and the maximum of entertainment are the main elements of the John Murray Anderson presentation called "Highlights." It is beautifully mounted and entails ten distinct numbers, all of which are perfectly dove-tailed for one-half hour of super speed and crackerjack entertainment.

Probably foremost among the "highlights" is the comedy knock-about of Maizie Clifton and Billie DeRex, formerly featured with the "Greenwich Village Follies," "Music Box Revue" and other Broadway productions. They do grotesque characters and combined comedy song and dance routine that is sure fire for laughs and applause. They work before a transparent drop in "one" for the effect of building front of Palais de Danse with stage band visible through window front. They use all the hoke, grimacing and falls in the book, not only getting laughs by their routine but by their costumes of 1900—leg o' muttons sleeves, tight-waisted jackets and trick hats.

Helen McFarland, a sixteen-year-old beauty bubbling over with pep, proves herself to be one of the snappiest little show-women that has yet appeared in a Publix production. She has everything an audience wants in the line of entertainment, and knows how to deliver it. Helen opens with a jazz song, slowly goes into an eccentric dance and then plays the xylophone, accompanied by the orchestra.

Douglas Burley, formerly of the team of Burley & Burley, well known to vaudeville patrons, is an

(Cont. on Page 2)

Still A Chance

To Win Prize

On account of the delayed booking of Colleen Moore, Harry Langdon, Ken Maynard and Johnny Hines, the special exploitation prizes offered by these stars for campaigns during October and November will be given for January and February results. While some theatres have already submitted advertising records, the majority of houses have not been able to because of postponed play dates. Consequently the contest time on these stars has been extended. All "ad" records during December and January will be considered in the distribution of the Moore, Langdon Maynard and Hines gifts.

The Colleen Moore prize is a valuable wrist watch. Harry Langdon offers a gold pocket knife and chain. Ken Maynard is giving a leather club bag and Johnny Hines, an onyx desk set. If you are playing any First National Pictures in January featuring Colleen Moore, Harry Langdon, Ken Maynard or Johnny Hines exploit them heavily and send an account of your campaign to Lem Stewart. Your record will be checked against box office returns and compared with others to determine the prize awards.

SCOPE OF UNIT SHOWS GREATLY WIDENED BY COMBINE OF CIRCUITS

Already securely established on a firm foundation as the greatest theatre organization in the world, the Publix Theatres Corporation more solidly cemented its position this week and greatly widened the scope of its stage production activities by an agreement made with the Loew Circuit. By this agreement Publix and Loew's will merge their stage production departments, which merger will become fully effective shortly after the new year.

In this revolutionary move to standardize and pool the production resources of Publix and Loew, the various theatres which offer stage attractions on both circuits will be included, not excepting the Capitol Theatre in New York.

In combining their production resources, neither circuit

AMERICAN GIRLS BETTER DANCERS

The day of the English girls' supremacy as dancers is over and done. The American dancing girl is now the favorite of the world and through her unique merit she will remain so for many years to come.

That is the opinion of Allan K. Foster, one of America's foremost dance directors, whose troupe of Foster Girls are currently appearing in John Murray Anderson's "Highlights" at the Theatre.

This group of highly trained young women starts dancing where their English rivals left off, and what is more, they are polished gymnasts and acrobats as well as dancers.

"Due to her activity," says Mr. Foster, "I have found the American girl, particularly the girl from the larger cities, the quickest and easiest to teach stage-dancing. Although a good number of my 120 Foster Girls are of foreign parentage, they have absorbed enough of the American spirit to make them agile and active."

It takes anywhere from two months to six to prepare a Foster Girl in the Foster studio for the stage. Much of this time is taken up not by dancing but by gymnastics and calisthenics that tend to develop remarkable control over the muscles. With that as the groundwork, the actual teaching of dancing is begun.

TWIN STORKS VISIT FITZ AND HIS MRS.

Yuletide in the home of J. J. Fitzgibbons, general manager of the southern division of Publix theatres, is an exceptionally happy season this year, thanks to the visit of two storks. The merry birds presented Mr. and Mrs. Fitzgibbons with as sweet a pair of brand new little blonde boys as ever graced three-cornered pants.

According to the auditing department, the twins bring the Fitzgibbon gross up to a total of seven youngsters. It has been pointed out that although the youngsters arrived during "Harvest Month," Mr. Fitzgibbons is not entitled to any of the special prizes, as the committee of judges believed him to be already sufficiently rewarded.

will actually lose its production identity. The agreement will mean joint operation of all stages in both circuits. Loew houses will get the backstage equipment now necessary in all Publix Theatres.

The effect of this merger, complete details of which will be consummated shortly, should be far-reaching in every respect. During the past year the Publix circuit of unit houses has built up from a route of twelve weeks to one of twenty weeks. In accordance with the agreement with Loew the present route of Publix unit shows will be doubled in length and under the combination plan it will not be many months before a Publix stage production will be sent out from the Paramount Theatre, New York, with fifty-two solid weeks of work in the offing.

At present the Publix shows miss several of the leading cities, such as Baltimore, Washington, Pittsburgh, Kansas City and others. When the new routing goes into effect these and other important cities will be included in the Publix route sheet. The merger will bring about no change in personnel. The production boards of both circuits will confer for the purpose of building up the best of stage productions. John Murray Anderson, Frank Cambria and Jack Partington will continue to produce Publix unit shows with the cooperative assistance of the Loew stage production heads.

More Foster Girls

A third group of Foster Girls, sixteen in number, have been engaged for John Murray Anderson's next stage production entitled "Blue Plate."

UNIT SHOW BASKETBALLERS READY FOR ALL COMERS

ACTOR PLAYERS SHINE IN POPULAR PASTIME

*Quintet from "Treasure Ship" will
play for charity in all
Unit Cities*

When Frank Cambria's next Publix stage production "Treasure Ship" starts on its tour of the Publix circuit, it will have included in its cast what is conceded to be one of the best basket ball teams in the country. Under the direction of Charlie Bennington, one of the featured principals in "Treasure Ship," an exceptionally clever quintet of ball passers has been developed and trained. Playing as a team in the 140-pound class, they shape up as an aggregation that should give any team in the country a stiff argument.

The team is not only gifted with a first flank of five skilful players, but has five substitutes who closely approach the regulars in cleverness. The "Publix Pirates," as the aggregation is known, has developed smoothness and team work through the medium of several preliminary games, in one of which they defeated the Connecticut state champions.

The basket ball season is now in full swing. There is not a town or city in the country which is not well represented in this branch of sport. There is a chance for a real good exploitation stunt when "Treasure Ship" gets to your city. Proceeds from any game in which the boys play may be turned over to some charitable organization.

EXPLOITATION PRIZE AWARDS

Jesse L. Lasky Prizes

First Award — \$300.00.....	Charles Amos, Fla. Theatre, St. Petersburg.
Second Award — \$200.00.....	J. P. Harrison, Hippodrome, Waco, Tex.

STARS' PRIZES

PARAMOUNT STAR	PRIZE	WON BY
Clara Bow—Autographed	Bronze Desk Lamp	Mgr. C. T. Perrin, Sterling, Greeley, Colo.
Emil Jannings—Autographed	Leather Brief Case	Mgr. J. L. Carthwright, Capitol, Macon, Ga.
George Bancroft—Silver	Cigarette Case	Mgr. Harry Gould, Palace, Ft. Worth, Tex.
Esther Ralston—Mahogany	12-day Desk Clock	Mgr. E. B. Whitaker, Imperial, Charlotte, N. C.
Fred Thompson—Wrist	Watch	Mgr. L. R. Slentz, Rialto, Denver, Colo.
Wallace Beery—Gold	Fountain Pen	Mgr. L. E. Davidson, Princess, Sioux City, Ia.
Raymond Hatton—Gold	Pencil	Mgr. Warren Irvin, Carolina, Charlotte, N. C.
Richard Dix—Complete	Hammered Brass Desk Set	Raymond Jones, Worth, San Antonio, Tex.
Adolphe Menjou—Set of	Studs and Cuff Links	T. W. Erwin, Majestic, Austin, Tex.
Chester Conklin—Automobile	Spot-light	Frank Miller, Imperial, Augusta, Ga.
Bebe Daniels—Autographed	Gold Watch	C. Clare Woods, Colorado, Pueblo, Colo.
Metro-Goldwyn-Mayer—Silver	Cup	E. R. Rogers, Tivoli, Chattanooga, Tex.

UNITED ARTISTS STAR	PRIZE	WON BY
Mary Pickford—Silver	Service	M. W. Korasch, Rialto, Omaha, Nebr.
Louis Wolheim—Wrist	Watch	Guy Kenimer, Florida, Jacksonville, Fla.
Wilma Banky Ronald Coleman)	Walking Stick	C. B. Taylor, Shea's Buffalo, Buffalo.

FIRST NATIONAL STAR	PRIZE	WON BY
Mary Astor—Silver	Cigarette Box	John Carroll, Tampa, Tampa, Fla.
Billie Dove—Humidore		Tom Holiday, Imperial, Columbus, S. C.
Jack Mulhall—Sterling	Silver Cigarette Case	Mrs. Ima M. Redden, Lyric, Dover, N. H.
Lloyd Hughes—Signet	Ring	George Watson, Spencer, Rock Island, Ill.
Ben Lyon—Leather	Wallet and Card Case	T. Y. Walker, Noble, Anniston, Ala.
Milton Sills—Military	Brushes	Hugh Smart, Strand, Montgomery, Ala.
Richard Barthelmess—Golf	Sticks	Dan Burgum, Saenger, Greenville, Miss.
Dorothy Mackall—Golf	Bag	Roy Helms, Strand, Knoxville, Tenn.
Constance Talmadge—Silver	Photograph Frame	T. R. Earle, Imperial, Asheville, N. C.
Charlie Murray—Silver	Belt Buckle and Watch Chain	Manson Floyd, Queen, Houston, Tex.

WILL MAKE OTHERS WALK PLANK



The "Publix Pirates," crackerjack basket ball team recruited by Charlie Bennington for the cast of "Treasure Ship," Frank Cambria's next Publix stage show. These bold buccaners are out with challenge to any team in unit city.

"Highlights" as Great Stage Show

(Cont. from Page 1)

eccentric gymnast and dancer with rare talent. He executes a remarkable acrobatic dance done in slow motion with rolls and turns which get that "floating" look that goes with slow motion photography.

Masse & Dietrich, garbed as traffic cops, have one of the snappiest dance routines that has been offered on a Publix stage.

At the presentation of "Highlights" on the Paramount stage, Leonora Cori appeared as prima donna, but will be replaced by another soprano when the company takes the road.

One of the outstanding highlights in this John Murray Anderson production is the Foster troupe of sixteen girls. Their

HUNDREDS SPEEDING "SPEEDY" CAMPAIGN

first number is a distinct novelty, each girl being attached to six strings running up out of sight, and purporting to work the girls as manikins. Later they do a picturesque military evolution called the Arabian Gun Drill, in which they appear in futuristic costumes and use real guns.

The finale is chock full of pep, with Miss McFarland going like a house afire on the xylophone, the soprano holding to her highest high note and the dance team of Masse and Dietrich in Russian steps. Meanwhile the back is raised, disclosing three enormous brightly lighted Oriental lanterns with the Foster Girls posed in transparent panels as the lanterns revolve.

With the closing of the campaign for exploitation campaign, Harold Lloyd's "Speedy" is to a close on next Tuesday. Whalen, managing the Lloyd production, announced that that hundreds of brilliant campaigns had been submitted. They have come from all over the country and many of them have been sponsored by managers and publicity purveyors of Publix theatres.

For the most practical and comprehensive campaign on this Lloyd production there was offered a cash prize of \$200. The second best will win \$100 and the third best will win \$100.00. The next eleven will each be worth \$50.00.

SIXTEEN LITTLE "HIGHLIGHTS"



Talented Foster girls whose Arabian Gun Drill is a particular bright spot in John Murray Anderson's latest Publix stage production.

CUTTING PAPER DOLLS GAVE THEM BIG IDEA

*Clifton And DeRex Were Inspired
To Comedy Act That
Won Them Fame*

Cutting paper dolls led to the forming of the comedy skit which will be presented by Maizie Clifton and Billie DeRex in John Murray Anderson's stage production "Highlights" at the Theatre next week. These two girls, whose laugh-provoking antics have amused audiences not only all over this country but abroad, have been teamed together for six years. They have been featured in a number of Broadway musical productions including the "Greenwich Village Follies" and the "Music Box Revue." Their appearance in "Highlights" marks their first in motion picture theatres.

Commenting on the manner in which the paper doll cutting led to the making of their uproarious skit Miss DeRex said: "We had just a little dancing turn to start with, but it didn't appeal very much to audiences. For this reason we decided we ought to put more comedy into it. One night after the show we went home and cut out paper dolls, putting all kinds of freakish costumes on them. When we had hit upon the outfits we thought best, we ordered some made. We rehearsed a routine of comedy steps and had some special material written for us and — well, here we are."



Billie De Rex and Mazie Clifton

Prior to joining forces with Miss Clifton, Miss DeRex had a successful career as a single. Under the billing of "Little Billie DeRex" she started to win applause shortly after leaving her home in Virginia at the age of sixteen. Still in her teens, she headlined variety bills in Australia and Europe. Following her return to this country she was teamed for a short time with Frisco, the celebrated jazz dancer who became famous almost overnight through the medium of a derby and a cigar. Later Miss DeRex became well known to theatregoers in different parts of the country with an eccentric dance similar to that executed by Frisco. She and Miss Clifton, who had also been successful as a single, joined forces and have been together ever since.

MAE MURRAY WILL PLAY LOEW CLEVELAND HOUSE

The first Publix Unit Show to play a Loew theatre will be Frank Cambria's "A Merry Widow Revue" featuring the personal appearance of Mae Murray. This initial engagement will take place in Cleveland, during the week of January 14th at the Allen Theatre. A blazing campaign has been outlined by Manager Haynes details of which will appear in PUBLIX OPINION.

Following its sensational opening at the Paramount Theatre on Broadway, the Mae Murray show, "A Merry Widow Revue," did a smashing box-office business at the Metropolitan Theatre, Boston. At the time of going to press full returns from that city were not yet in, but a conservative estimate indicates that Murray will do \$10,000 over the previous week, and this despite the fact that she is playing there during what is conceded by showmen to be the toughest week of the year.

DOUGLAS BURLEY IN PUBLIX SHOW

Douglas Burley, whose "Slow Motion" comedy dance provides one of the big laugh kicks in John Murray Anderson's Publix stage production "Highlights," is making his first appearance as a single. Burley, however, is a tried and true performer, having been for years one-half of the famous team of Burley & Burley, well known to vaudeville and musical comedy patrons both here and abroad. The team of



Burley & Burley, which had been featured in numerous big productions in England, first displayed their wares on this side of the Atlantic in 1912. They became an immediate success in vaudeville, in which they were head-liners for years. It was only recently that they dissolved partnership, at which time Burley signed with the Publix Theatres Corporation.

PUBLIX "EXEC'S" WILL BE THERE

The opening of the new "Alabama" theatre in Birmingham, Ala., will be attended by the principal executives of Publix. In the group from New York are President Sam Katz; general Manager, Sam Dembow; A. M. Botsford, director of Advertising and Publicity; Harry Marx, General Supervisor of theatre management; Milton H. Feld, production department executive; J. J. Fitzgibbons, general manager of the southern division and Ralph Crabill, supervisor of unit theatre management.

The opening show was so well presented that despite limited rehearsal and lack of time, the home office executives called it "perfect."

Service by the house personnel was also praised, as was the opening advertising and publicity campaign, which was declared to be an effective eye opener.

Sydney Dannenberg is manager of the new theatre.

PRETTY PUBLIX ARTIST REFUSES MOVIE OFFERS

*Helen McFarland, At Sixteen
Is One Of Stageland's Most
Versatile Beauties*

Sixteen, pretty, and literally flooded with offers to appear in motion pictures, yet she spurns them all. Impossible, you may say. However, all that is true in the case of Helen McFarland, daughter of a wealthy Nebraska rancher. Miss McFarland, who is one of the featured principals in John Murray Anderson's Publix stage production "Highlights" opening at the Theatre on, is only sixteen but she has already carved for herself a distinct niche in the theatrical profession. Not only is she gifted with a fine voice, but she



Helen McFarland

is a dancer of exceptional ability, a musician and also a composer.

Miss McFarland's playing of the zyllophone in "Highlights" is one of the outstanding features of that production. Simultaneous with her playing of this instrument, she executes an eccentric dance. Incidentally, this embryonic star maintains that the feet are as vital a factor in the playing of the zyllophone as are the hands. For this reason she undergoes daily a rigorous routine of calisthenics.

Versatile Miss McFarland was born in Council Bluffs, Iowa. When she was eight years old her family moved to Los Angeles, where she attended a preparatory school for actors' children and juvenile artists. In the same school with her was Ruth Mix, daughter of Tom Mix, the well known motion picture star. Before she was twelve years old Miss McFarland had developed such ability that she was in great demand at all charitable entertainments. At the age of fourteen she made her professional debut with Fanchon and Marco. While playing in vaudeville on the West coast, her youthful beauty attracted the attention of scores of motion picture directors, all of whom made her tempting offers to appear on the screen. On the advice of her father, however, these offers were turned down.

You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

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Contents Strictly Confidential.

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Ben Serkovich.....	Home Office, New York City
J. J. Shelley.....	Olympia Theatre, New Haven, Conn.
Vernon Gray.....	Metropolitan Theatre, Boston, Mass.
John McGrail.....	Metropolitan Theatre, Boston, Mass.
C. B. Taylor.....	Shea's Buffalo Theatre, Buffalo, N. Y.
Mr. Brereton.....	Shea's Buffalo Theatre, Buffalo, N. Y.
Oscar Doob.....	Michigan Theatre, Detroit, Mich.
Ace Berry.....	Indiana Theatre, Indianapolis, Ind.
W. K. Hollander.....	Chicago Theatre, Chicago, Ill.
Lloyd D. Lewis.....	Chicago Theatre, Chicago, Ill.
Bill Pine.....	Chicago Theatre, Chicago, Ill.
John Joseph.....	Chicago Theatre, Chicago, Ill.
Dave Lipton.....	Chicago Theatre, Chicago, Ill.
Reeves Espy.....	Ambassador Theatre, St. Louis, Mo.
Harry Watts.....	Capitol Theatre, Des Moines, Ia.
Nate Friedfeld.....	Riviera Theatre, Omaha, Neb.
Lou Goldberg.....	Denver Theatre, Denver, Colo.
Raymond Terranella.....	Palace Theatre, Dallas, Texas
Robert Kelley.....	Texas Theatre, San Antonio, Tex.
Bud Burmester.....	Metropolitan Theatre, Houston, Tex.
Sidney Danneberg.....	Alabama Theatre, Birmingham, Ala.
L. Furman.....	Howard Theatre, Atlanta, Ga.

Congratulations!

The exploitation prizes offered by the famous stars of Paramount, First National, United Artists and Metro Goldwyn Mayer, have been awarded. That is, the winning campaigns have been determined and the gifts will be shipped as soon as the proper inscriptions are engraved. The Harvest Drive Committee has endeavored to name the winners in all fairness and every possible consideration has been discussed and figured to make certain the correct division of awards. Limited space in this issue of PUBLIX OPINION prevents the full description of prize winning campaigns but the story of the race will be printed in detail in next week's number. The entire circuit worked wholeheartedly for the splendid prizes and in many instances the committee was confronted with "tie" problems which complicated and delayed the final judgment.

If your name does not appear in the list of winners it does not mean that your campaigns have been overlooked. Every advertising report recorded in Lem Stewart's files during the months of October and November has been studied carefully and checked with box office reports. Perhaps you omitted some important angle in your campaign statement. If you did, you won't next time. If you won a prize, congratulations. If you didn't, better luck next time.

Four of the prizes listed at the beginning of the contest are still unawarded on account of insufficient bookings. The committee is announcing the disposition of these items elsewhere in this issue of PUBLIX OPINION.

Want Suitable Name

Despite the many suggested titles which have been submitted in the prize Band Title Contest the judges have been unable to obtain a satisfactory name as yet. Because of this fact there will be no disposition as yet of the \$25.00 which was to be awarded for the winning name. However, an appropriate name for the stage band policy type of entertainment is still wanted. There is a chance to win the contest prize if you are lucky enough to select a suitable title for this style of entertainment.

PAUL ASH GETS BIG RECEPTION

When the Leviathan docked last Wednesday morning, something like 10,000 Chicago flappers sighed with relief and dashed madly for their powder puffs, rouge, and lipsticks, because their own "Paw-uh-lll" was coming back to them. "Paw-uh-lll," you know, is none other than Paul Ash, long-haired genial giant of jazz in the city of machine-gun fire and big winds. He's back from a seven weeks' vacation abroad and returned at once to Chicago, where at the Oriental Theatre there he's the jazz-god of all the flappers he surveys, and they're plenty.

Mr. Ash, who during the War was a marine sergeant, receives an average of 2,000 letters of love, appeal, criticism and heart-ache from the persons who pack his theatre there every week. Chicago knows him, not only as its jazz-deity, but also as its biggest "IT-man." He plays a jazz-piano and acts as master of ceremonies on the stage.

His endorsement on an ice cream sundae which has "passion fruit" as an ingredient, sold nearly \$500,000 worth of that product in one year for a huge chain of drug stores in Chicago, and no Chicago flapper thinks well of her sheik unless he wears his hair and pants like "Paw-uh-lll."

Ash has given over 5,500 continuous performances in Chicago, breaking the record even of "Abie's Irish Rose" in New York, and has played to a total theatre audience of nearly twenty millions in that time.



An example of the beautiful types of posters accompanying "A Merry Widow Revue," starring Mae Murray.

Get Lorraine Tumbler

Lorraine Tumbler, a prima donna who has achieved great success in the concert field, has signed a contract to appear in a Publix unit show in the near future.

WHIRLING AROUND THE PUBLIX WHEEL

RALPH POLLOCK, personality stage-band leader who left a trail of "fan" cities behind him in the last year of connection with Publix, is now being sent to open the "Alabama" at Birmingham. Pollock, who is noted for charming friendliness to theatre personnel as well as those whom he comes in contact on the stage, is a professional musician of many years experience. He followed Paul Ash to the Granada theatre in San Francisco when Ash went to Chicago. After a successful experience at the Granada, Pollock toured the Orpheum circuit with his band, and also with Marion Harlow. Later he joined Publix, and has successfully, and successfully conducted the stage-band shows in Memphis, Kansas City, and New Orleans Publix theatres. In each city, his departure was deplored by thousands of his "fans."

BEN BLACK, who followed Paul Whiteman as master ceremonies and stage band leader at the New York "Paramount," is the new jazz maestro at the Saenger Theatre, New Orleans. Black is another highly successful master of ceremonies, who has the knack of quickly winning and holding a huge fan following.

THE METROPOLITAN THEATRE at Houston is offering Ted Claire as its master of ceremonies. Claire, a musician, ability and wide orchestral experience, is also a noted actor. He is making his debut as a master of ceremonies in the Publix type of stage band shows, and executives are predicting instantaneous success for him.

DON MIGUEL GALVAN has a most appropriate name for his new assignment as stage band leader. Publix music executives have placed him at the "Texas" in San Antonio.

ONE OF THE FIRST BANDS to tour the Publix circuit was that of Art Landry, who liked the organization so well he has made himself a permanent part of it. You'll find him and his band on the stage at the "Palace" Dallas, Texas.

ROUTE OF PUBLIX UNITS FOR WEEK BEG. DEC. 24

	Band No.		
New Haven.....	Olympia 22	(Treasure Ships).....	Satur
New York.....	Paramount 21	(Russian Revels).....	Satur
Boston.....	Metropolitan 20	(Highlights).....	Satur
One Week Lay Off	19	(Merry Widow).....	Satur
Buffalo.....	Shea's Buffalo 18	(Marchin' On).....	Satur
Detroit.....	Michigan 17	(Publix Follies).....	Satur
Indianapolis.....	Indiana 16	(Steppin' High).....	Satur
St. Louis.....	Ambassador 15	(Listen In).....	Satur
Chicago.....	Chicago 14	(Moonlit Waters).....	Mon
Chicago.....	Uptown 13	(Shadowland).....	Mon
Chicago.....	Tivoli 12	(Florida).....	Mon
Lay Off	11	(Dancing Brides).....	Mon
Des Moines.....	Capitol 10	(Dixieland).....	Frid
Omaha.....	Riviera 9	(Dance Caprice).....	Frid
Denver.....	The Denver 8	(Flyin' High).....	Satur
Lay Off	Special (Making Movies).....		Satur
Dallas.....	Palace 6	(Jazz A La Carte).....	Satur
Ft. Worth.....	The Worth 5	(Joy Bells).....	Satur
San Antonio.....	Texas 4	(Way Out West).....	Satur
Houston.....	Metropolitan 3	(Tokio Blues).....	Satur
New Orleans.....	Saenger 94A	(Gypsyland).....	Satur
Birmingham.....	Alabama 2	(Banjomania).....	Mon
Atlanta.....	Howard Local Talent.....		Mon

Unit Shows Now in the Making

"Blue Plate".....	John Murray Anderson
"Havana".....	Jack Parlin
"Dancing Feet".....	Paul O'Sullivan

Do Whirlwind Dance

Lou Masse and Ambrose Dietrich, whirlwind dancing duo in John Murray Anderson's "Highlights" are considered to be one of the best dance teams now appearing on the stage. They have been appearing together for two years, during which time they have been featured in big time vaudeville and motion picture theatres.

New Osgood Show

Paul Osgood, who, during the past season has staged a num-

ber of excellent unit shows at who recently has earned commendation by his staging of the overture productions at the Paramount Theatre, is busy engaged preparing "Dancing Feet," fast moving stage production which will tour the houses.

Sign With Publix

Myers & Hanford, formerly featured in the "Greenwich Village Follies" and other Broadway productions, have just signed a Publix contract and will appear in forthcoming unit show.